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12. The nucleic acid molecule of claim 6, wherein the heterologous polynucleotide encodes an antisense RNA.
13. The nucleic acid molecule of claim 6, further comprising a transcription termination signal.
14. The nucleic acid molecule of claim 6, wherein the nucleic acid molecule is a plasmid suitable for transfection of a plant cell.
15. The nucleic acid molecule of claim 14, wherein the plasmid comprises a selectable marker gene and *Agrobacterium* border sequences.
16. The nucleic acid molecule of claim 6, wherein the promoter comprises two or more enhancer elements.
17. The nucleic acid molecule of claim 6, wherein the promoter is chimeric.
18. The nucleic acid molecule of claim 17, wherein the chimeric promoter comprises a minimal promoter region derived from SVBV.
19. The nucleic acid molecule of claim 17, wherein the chimeric promoter comprises an enhancer element derived from SVBV.
20. The nucleic acid molecule of claim 19, wherein the chimeric promoter comprises two or more enhancer element derived from SVBV.
21. The nucleic acid molecule of claim 6, wherein the nucleic acid molecule is an expression cassette.
  22. A host cell transfected with the nucleic acid molecule of claim 21.
  23. The host cell of claim 22, wherein the host cell is a plant cell.
  24. The host cell of claim 23, wherein the cell is present within a plant.
  25. A transgenic plant comprising the nucleic acid molecule of claim 21.
    26. The transgenic plant of claim 25, wherein the plant is a monocot.
    27. The transgenic plant of claim 25, wherein the plant is a dicot.
    28. A method of expressing a heterologous polynucleotide in a plant cell, the method comprising:
      - (i) providing an expression cassette comprising a promoter operably linked to the heterologous polynucleotide, wherein the promoter comprises a nucleotide sequence that is at least 90% identical to 100 contiguous nucleotides in a nucleotide sequence selected from SEQ ID NOS: 1-4.; and

(ii) introducing the expression cassette into a plant cell, wherein the heterologous polynucleotide is expressed.

29. The method of claim 28, wherein the plant cell is present within a plant.

30. The method of claim 28, wherein *Agrobacterium* is used to introduce the nucleic acid molecule into the cell.